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MARRIOTT

MARKETING

THE

ZILPO RECREATION AREA

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MARKETING THE ZILPO RECREATION AREA

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ABSTRACT

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TITLE: Marketing the Zilpo Recreation Area

ABSTRACT: A mail survey was conducted to help provide some idea of how to market Zilpo Recreation Area and determine the effectiveness of the current management of this Forest Service facility as it relates to camper preferences. One half of those surveyed had camped at Zilpo in 1991, and the other half had camped at the largest and most popular campground in the area, Twin Knobs Recreation Area. This survey was designed to compare the demographic characteristics and recreation preferences of these two populations. Since many of those surveyed had camped at both campgrounds, the survey also asked them to evaluate their satisfaction with each campground. Additional information was gathered on the possibility of using the trails and the National Scenic Byway near Zilpo to provide other recreation opportunities for those using Zilpo Recreation Area.

The results of this survey indicate that the demographic characteristics and preferences of the people who camped at Twin Knobs and Zilpo are very similar. It also indicates that they perceive the Forest Service as providing a quality recreation experience, but possibilities for improving and providing added recreation opportunities still exist.

An analysis of data on where Cave Run Lake campers originate is included in this report. Due to the time frame of this project, these data were taken from a survey of campers at Twin Knobs Recreation Area. Based on the mail survey of Zilpo and Twin Knobs campers, the demographics of these two populations indicate that the Twin Knobs data should be useful in marketing Zilpo.

The author uses the data collected, and Forest Service experience, to make some observations. He also proposes marketing recommendations for increasing the use and customer satisfaction at Zilpo.

KEY WORDS: Recreation User Surveys, Marketing, Camping

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EXECUTIVE SUMMARY

TITLE: Marketing the Zilpo Recreation Area

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SUMMARY: Zilpo Recreation Area is a concessionaire operated Forest Service facility on Cave Run Lake in northeastern Kentucky. Since its opening in 1986, there has been an increase in the use of the campground, and a small profit has been made by the concessionaires. However, overall occupancy continues to be low (20-25%) even during the peak recreation season, and potential concessionaires consider the operation to be economically marginal. This has resulted in problems getting qualified people to bid on the concession operations.

The purpose of this project is to provide information to help market the Zilpo Recreation Area. It is hoped that by accomplishing this some marketing will be done that will increase use at this facility, and the economic viability of Zilpo as a Forest Service concession will improve.

A mail survey was conducted of people who camped at Zilpo in 1991. They were asked about their preferences in recreation facilities and services and then asked to rate how well these were provided at Zilpo. Data was also collected about their interest in additional recreation opportunities near Zilpo.

A similar number of people who camped at Twin Knobs Recreation Area were sent the same survey mailed to Zilpo campers. Twin Knobs is a similar Forest Service recreation area on Cave Run Lake, but it is a larger and much more heavily used area. Surveying the Twin Knobs campers, it was hoped, would provide data from another population of Cave Run Lake recreationists and provide an indication of why they chose Twin Knobs over Zilpo. An added benefit in surveying both populations is that it was known that there were those who had camped at both campgrounds, and they should be able to provide some insights on how well each facility served their needs.

Seventy six percent (n=225) of the 297 mailed surveys were returned with half coming from Zilpo campers and half coming from Twin Knobs Campers.

The survey showed that both populations were very nearly the same in what they preferred in their camping experiences and in their satisfaction with these two campgrounds. There was also little difference in how satisfied Twin Knobs campers were with Zilpo and vice versa. Both campgrounds seemed to be liked by both populations but Twin Knobs showed a slightly higher rating. Overall, the survey shows that the Forest Service and the concessionaire are doing a good job of providing services and facilities to those now recreating at Zilpo and Twin Knobs but opportunities exist for improvement.

The results of this survey, and a Twin Knobs camper origin survey, indicate that the Forest Service will have to market Zilpo to people not now using Zilpo, i.e., those not familiar with Zilpo or those whose recreation needs are not met by the current services and facilities. To accomplish this marketing actions which emphasize publicity, special events, facilities to attract new types of recreationists, and the use of nearby recreation opportunities are proposed.

CHAPTER I

INTRODUCTION

A. Marketing

Marketing is a process whereby an organization, such as a business or Government agency, determines the needs or desires of a segment of society (target market). It then structures its organization so that its product (goods or services) best meets the determined needs or desires. The process requires the organization first define its mission and goals. It also requires an analysis of the internal and external strengths and weaknesses of the environment in which it operates. Only then can marketing plans and strategies be formulated and a "marketing mix" be developed.

Marketing mix is a term referring to seven facets that are involved in the delivery of a product to the target market. When structured in the proper manner and performed in a quality manner, the organization should be successful in meeting its goals.

The seven facets of the marketing mix are:

1. Product or service - That which is determined to be desired by the target market and is within the mission of the organization. Trying to interest a segment of society in your product, or product package, when they have no interest in it to begin with is

difficult. In such cases, most organizations resort to trying to "sell" their product. Proper analysis of target markets and providing what they already desire alleviates this problem.

2. Participants - Those involved in the delivery of the product. Thus, employees or volunteers in an organization must be qualified and motivated to perform in a manner satisfactory to the target market.
3. Promotion - Effectively informing the target market of the availability of the product and how they can obtain it.
4. Physical Evidence - The physical environment the target market encounters in obtaining the product.
5. Price - Setting of a product price and payment method that obtains the desired market share and the desired profit.
6. Process - The mechanisms and schedules that will allow smooth delivery of the product to the target market.
7. Place - The locations that have the access, coverage and transportation to effectively serve the target market.

B. Background

The Zilpo Recreation Area is one of the largest and most modern recreation areas in the U.S. Forest Service's Southern Region. Zilpo is situated in northeastern Kentucky and administered by the Morehead Ranger District of the Daniel Boone National Forest. Its location on the shores of Cave Run Lake, a popular regional lake serving northeastern Kentucky, western West Virginia and southern Ohio, provides the potential for serving a great number of recreationists (Map 1).

Zilpo shares Cave Run Lake with a larger, more popular facility, Twin Knobs Recreation Area, two marinas operated under permit to the Forest Service and several boat ramps, picnic areas and recreation trails (Map 2). These facilities were built through a cooperative effort between the Daniel Boone National Forest and the U.S. Army Corps of Engineers, which constructed this 8,270 acre flood control lake and reservoir in 1974.

Zilpo has 172 campsites, a beach, a boat ramp, 8 modern comfort stations, a campground store and trails. It is served by an infrastructure consisting of sewage lift stations, several miles of water and sewer lines, and paved campground roads. In 1989, in order to help improve customer satisfaction, and increase occupancy at Zilpo, a nine mile section of the only access road to this area was paved at a cost of $1,000,000. In addition, in 1990, the Forest Service invested $65,000 to add electrical hookups to 28 campsites. A large sum of taxpayer's money has been invested in the planning and construction of this recreation area, yet in the last four years, the overall occupancy during the main recreation season has only been between 20-25%. On the other hand, Twin Knobs Recreation Area, just across the lake, averaged 40% occupancy during the same period.

Since Zilpo opened in 1986, it has been operated and maintained for the Forest Service under a special use permit. During this period it has been difficult to find qualified concessionaires to operate Zilpo. This has been attributed, at least in part, to the marginal economic opportunities afforded.

The first Zilpo concessionaire was allowed to terminate his agreement with the Forest Service after he discovered his cost for insurance and other expenses would be greater than his expected revenues. A replacement concessionaire was then found and operated the recreation area at a loss for the 1986 recreation season. Subsequent years proved more profitable; however, the concessionaire had little money for himself and instead chose to invest his profits in needed equipment and in the construction of a small campground store. This concessionaire operated Zilpo until 1990. He chose not to renew the permit citing the low revenue and difficulty in finding and paying qualified people to help manage the recreation area. He noted that during the recreation season he and his wife were virtually "tied" to the area seven days a week.

The 1990 readvertisement of the Zilpo permit generated only two bids. Only one bidder, Morehead State University, was a qualified bidder. The University had planned to operate Zilpo under its Recreation Management Degree Program and have students gain experience through their work at Zilpo. However, prior to consummation of the permit, the board of regents decided not to approve their operation of Zilpo citing concerns about possible liability claims and insurance costs.

Realizing there were not many viable bidders available, and the recreation season was fast approaching, the Forest Service rewrote the terms of the Zilpo prospectus. This allowed prospective bidders the option of choosing to have the Forest Service operate or assume the costs for portions of the operation and maintenance of Zilpo. Again, bidders were sought and only two bids were received. The concession was awarded to the Cradle of Forestry in America Interpretive Association (CFAIA), which operates several other recreation areas for the Forest Service in the Southern Region. Under this concession permit the Forest Service assumed the costs for mowing, garbage pickup, sewage treatment, law enforcement, and winterizing the plumbing system.

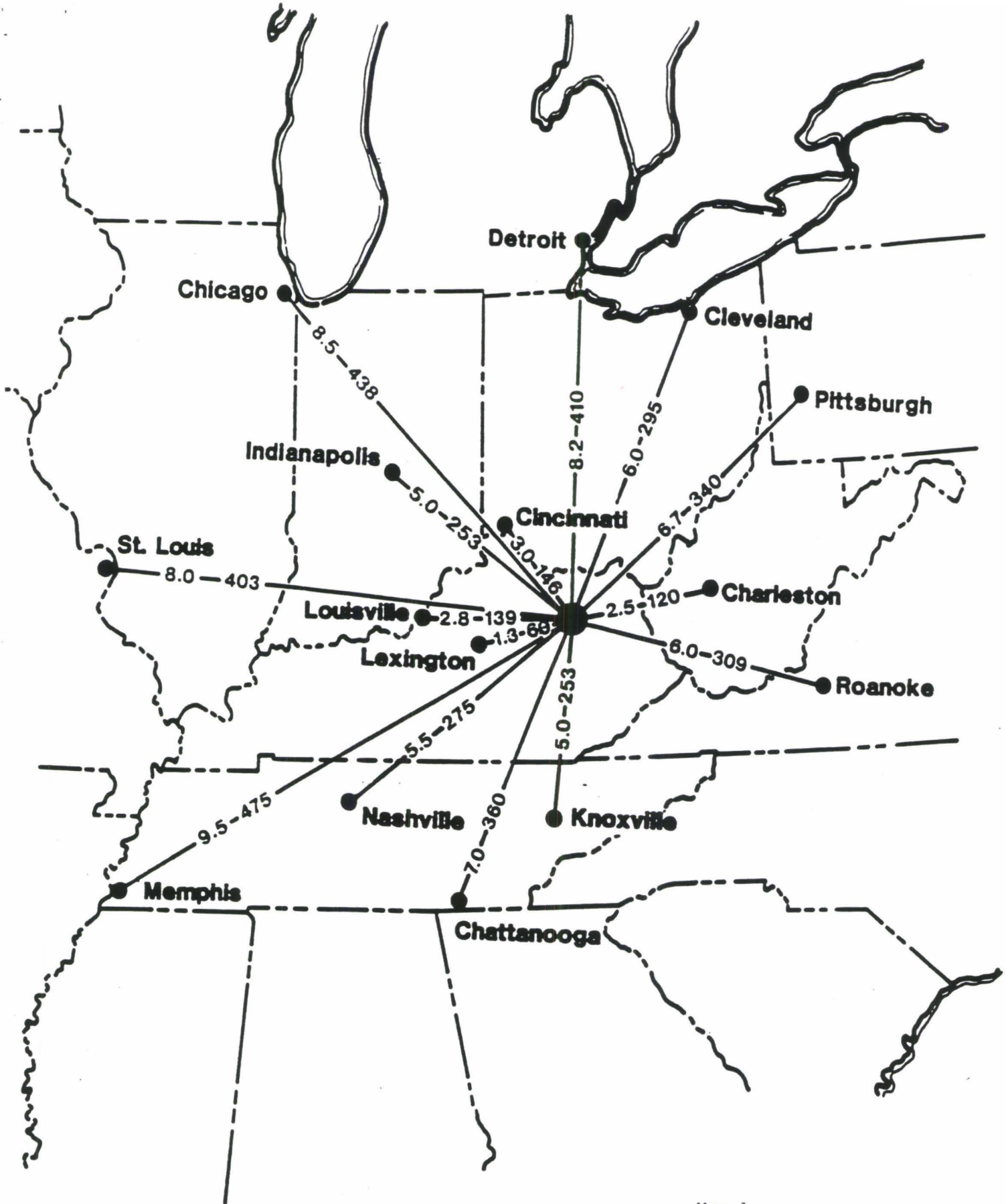
The first year of operation the CFAIA did not make enough profit, even with their reliance on Forest Service assistance and volunteer help, to cover their expenses (which included a payment to the previous concessionaire for the campground store). Overall occupancy was only 20-25% from Memorial Day to Labor Day.

C. **Statement of Purpose**

The objective of this project is to provide a basis for marketing decisions that will provide positive recreation experiences for those currently using Zilpo and also attract recreationists who are not now using Zilpo. It is also expected that the economic viability of this recreation area will improve.

To accomplish this, an analysis of Zilpo and Twin Knobs recreationists' preferences, use patterns and evaluations of current facilities was conducted. From these data, recommendations for developing marketing strategies are made.

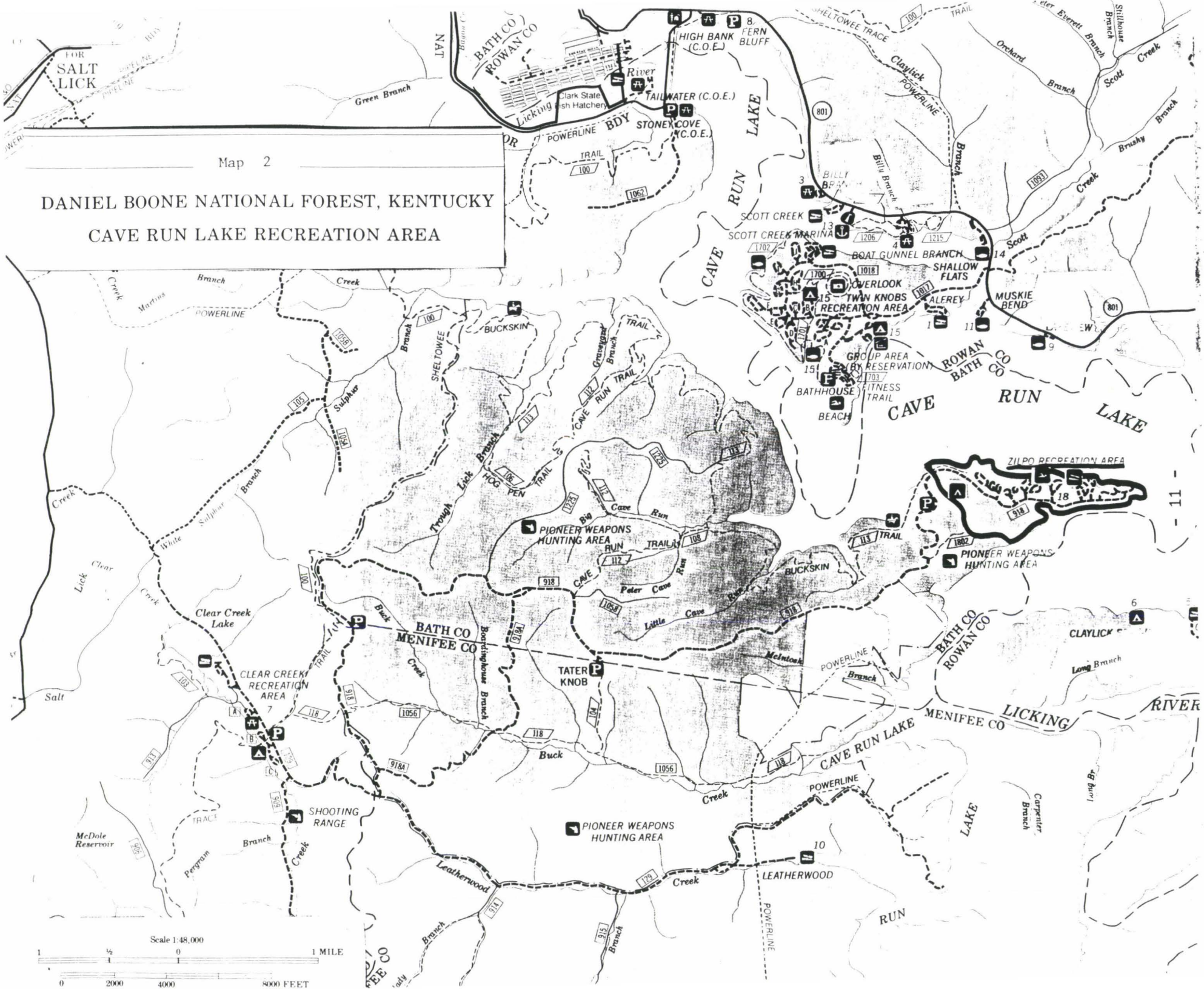
In addition, the data collected in this project can be used as a part of the management decision making process for the Daniel Boone National Forest Land and Resource Management Plan five year update, and as a basis for funding and recreation goal setting on the Forest and Morehead Ranger District.



Map 1

TIME/DISTANCE MAP

hours - miles


Map 2
DANIEL BOONE NATIONAL FOREST, KENTUCKY
CAVE RUN LAKE RECREATION AREA
FOR SALT LICK
Green Branch
BATH CO
ROWAN CO
Licking River
Clark State Fish Hatchery
HIGH BANK (C.O.E.)
FERN BLUFF
TAILWATER (C.O.E.)
STONEY COVE (C.O.E.)
POWERLINE
BDY
TRAIL
100
1062
CAVE RUN LAKE
SHELTOWEE TRACE
Claylick
POWERLINE
Orchard
Branch
Scott
Creek
Stillhouse
Branch
Everett Branch
Brushy
Branch
1093
801
SCOTT CREEK
SCOTT CREEK MARINA
1702
1206
1215
BOAT GUNNEL BRANCH
SHALLOW FLATS
OVERLOOK
TWIN KNOBS RECREATION AREA
ALFREY
MUSKIE BEND
1700
1018
1017
GROUP AREA BY RESERVATION
BATHHOUSE
BEACH
FITNESS TRAIL
ROWAN
BATH CO
CAVE RUN LAKE
ZILPO RECREATION AREA
PIONEER WEAPONS HUNTING AREA
1802
Martins
Branch
Creek
POWERLINE
BUCKSKIN
SHELTOWEE
Branch
Sulphur
Creek
Graveyard Branch
CAVE RUN TRAIL
HOG PEN TRAIL
Trough Lick Branch
Big Cave Run
PIONEER WEAPONS HUNTING AREA
Peter Cave Run
Little Cave Run
Clear Lick Creek
White Sulphur Branch
Clear Creek Lake
BATH CO
MENIFEE CO
Buck Creek
Boardinghouse Branch
TATER KNOB
CLEAR CREEK RECREATION AREA
Salt
McIntosh
POWERLINE
Branch
Long Branch
CLAYLICK
LICKING RIVER
CAVE RUN LAKE
SHOOTING RANGE
McDole Reservoir
TRACE
Pergram Branch
Creek
Leatherwood
LEATHERWOOD
Carpenter Branch
Scale 1:48,000
1 MILE
8000 FEET
- 11 -

CHAPTER II

LITERATURE REVIEW

In the past four years, the U.S. Forest Service has taken steps to incorporate marketing into its recreation management program. Chief of the Forest Service, Dale Robertson, included this concept in his 1988 National Recreation Strategy (1).

While there is no definite marketing direction in Forest Service Manual directives, there have been Forest Service jobs established where recreation marketing is a major duty. The Southern Region established such a position approximately two years ago.

Slowly, the concept of marketing is filtering down to the various National Forests in the Southern Region, and some marketing activities are being implemented. Franklin Lewis, a District Ranger on the Ozark National Forest, proposed a process to develop recreation marketing plans at the National Forest Level (2). In 1986, the Forest Recreation Staff Officer on the Daniel Boone National Forest did a marketing survey for the Forest's two largest campgrounds (3). Other examples of marketing becoming part of the Forest Service planning process can be found throughout the Southern Region and across Forest Service. However, it does not yet appear that full scale marketing is being implemented at a sufficient level.

The concept of marketing grew out of private businesses' realization in the 1950's that sales were dependent more on customer attitudes than aggressive selling tactics (4). While the private sector embraced marketing, public agencies did not. It was not until the 1960's that marketing by the public sector was considered appropriate (5). Marketing advocates point out that while public sector marketing is essentially the same as private sector marketing, there are several differences that must be considered if public sector marketing is to be successful. These differences have been discussed in several publications and papers (4)(5)(6)(7)(8)(14). These differences may be considered barriers by some, but many marketing scholars support public sector marketing as a way to make government agencies more responsive to their constituencies.

Differences in private sector and public sector marketing are summarized as follows:

1. "Marketing is Selling" - There are many inside and outside the public sector that oppose public sector marketing because they believe marketing is tantamount to "crass commercialism." They feel that marketing involves manipulating people into doing something they might not normally be inclined to do by employing "hard sell" tactics. They also feel that it is not ethical for a public agency, that is designed to serve the public's best interest, to engage in such activities.

   On the other hand, marketing scholars point out that marketing is not "selling" people something, rather it is finding out what the public wants and then tailoring goods and services to meet these desires.

Thus, the agencies are fulfilling their obligation of service to the public while eliminating the need for any "hard sell."

It is interesting to note that because of public complaints, primarily about timber management on National Forests, that Congress passed the National Forest Management Act and the National Environmental Policy Act. These acts require the Forest Service to inform and involve the public in resource management decisions. These acts have had a marked influence on how the agency views public involvement and may have helped open doors to marketing concepts.

2. Public Scrutiny - As noted above, public pressures do affect public agencies' responsiveness to various market segments. Many groups and individuals feel they have a right to say how "their" government agencies operate; but many times there is little common ground among these competing interests. This complicates agency planning and management considerably.

3. Legal and Organizational Restraints - Public agencies operate under laws and regulations which sometimes severely limit their ability to respond to market segments. Many laws and regulations were designed more to restrict "potentially errant bureaucrats" than to allow creativity in responding to the public. This is particularly true in regards to regulations on budget allocations, contracting and personnel.

4. Degree of Market Exposure - There is much less incentive for public agency managers to market their facilities because their operating income depends more on tax revenues than on competition in the open market. Thus, they have less "exposure" to the financial risks of not adequately serving those they rely on to use their goods and services.

5. Complexity of Objectives - Private sector marketing objectives are much simpler than marketing for a public agency. In the private sector the objective and measure of success lies in the bottom line of the financial statement. Usually, market segments that provide the maximum financial return on offered goods or services are the ones developed. On the other hand, public agencies usually have a variety of objectives they are required to meet. Most of these are non-financial and qualitative. Additionally, these agencies are required to serve a wide variety of market segments, many of which may not have much of an interest in some of the goods and services offered.

6. Demarketing - Public agencies, at times, face the need to shift or reduce use at certain recreation facilities to protect natural resources, save money or maintain the quality of the recreation experience. While providing better or more popular alternatives may be the most desirable methods of shifting use, poor budgets, or physical and environmental obstacles usually require other types of demarketing methods be employed. Methods such as restricting numbers of people, or increasing fees, are viewed by many users as an infringement on their

rights as taxpayers to use the public facilities to which they formerly had easier access. The Morehead Ranger District recently experienced such a negative public reaction to a $2 "sightseer" fee that was imposed to reduce the number of vehicles "cruising" through a heavily used campground.

While there are still controversies and questions surrounding marketing in the public sector (9)(10), marketing seems to be alive and well. It is growing in popularity with public agencies and focusing more on providing "experiences" for recreationists (11) instead of just providing certain facilities and services.

CHAPTER III

METHODS

A mail survey (Appendix 1) was conducted with 297 randomly selected campers as an aid to marketing Zilpo Recreation Area. The survey was sent to 149 individuals who camped at Zilpo and 148 individuals who camped at Twin Knobs during 1991. The purpose of the survey was to determine demographic, camper patterns and preferences, and have respondents evaluate the facilities and services offered where they camped. Since it was assumed that some of those surveyed had camped at both areas, there was an opportunity to judge how well the two areas were perceived by these campers. The survey was conducted according to established marketing survey principles (7)(12)(13).

The first mailing occurred January 2, 1992, and was followed up with a reminder post card ten days later. A second survey was sent to non-respondents on January 22, 1992. The response rate was 75.8% (n=225) returning their surveys. There were 111 surveys returned by Zilpo campers and 111 surveys returned by Twin Knobs campers. Three returned surveys could not be classified by campground and seven surveys were not deliverable by the Postal Service resulting in an adjusted response rate of 77%.

Appendix 2 summarizes the results for each question in the survey for Zilpo and Twin Knobs campers. Further specific analysis on certain questions is detailed later in this paper.

In addition to the survey, Twin Knobs camper origin data and discussions with the current and past concessionaires and Forest Service employees provided valuable information that can be used to help market Zilpo.

CHAPTER IV

RESULTS AND DISCUSSION

A. DEMOGRAPHICS

1. Camper Origin

In addition to the mail marketing survey done for this project, survey data were used from Twin Knobs Recreation Area to help predict the point of origin of Zilpo Campers. While it might seem questionable to attempt to apply these data to Zilpo, experience and the similarity in demographic data between the two areas, as discovered in the mail survey, indicate that this information will be helpful in marketing Zilpo.

The Twin Knobs camper origin data are a compilation of data of campers camping at Twin Knobs between Memorial Day and Labor Day, 1991. The data were collected on the Twin Knobs cash registers which stored data by counties for the Commomwealth of Kentucky, and by state for those campers who were from a state other than Kentucky. Almost 70% of those camping at Twin Knobs came from Kentucky, with another 24% coming from Ohio and West Virginia (Table 1). Past surveys indicate that the Ohio campers came primarily from the Cincinnati and Dayton areas, while the West Virginia campers came primarily from the Huntington and Charleston areas.

Table 2 shows the distribution of campers coming from the 13 Kentucky counties most represented in the Twin Knobs data. County population data are also presented to give an indication of how the counties' rankings relate to the percent of their population camping at Twin Knobs. Map 3 shows the distribution of counties represented at Twin Knobs.

TABLE 1

TWIN KNOBS CAMPER ORIGIN

STATE	PERCENT
Kentucky	69.9
Ohio	16.8
West Virginia	7.2
Indiana	1.3
Michigan	0.6
Florida	0.4
Illinois	0.4
New York	0.4
Virginia	0.4
Pennsylvania	0.2
All Others	1.9

(26,004 people in survey)

TABLE 2

TWIN KNOBS KENTUCKY CAMPER ORIGIN
(Top 13 Counties Represented)

Rank	County	Percent	1980 County Population
1	Fayette	13.5	204,065
2	Rowan	9.5	19,049
3	Montgomery	6.6	20,046
4	Morgan	6.2	12,103
5	Clark	6.0	28,322
6	Boyd	4.5	55,513
7	Pike	4.3	81,123
8	Kenton	3.9	137,058
9	Breathitt	3.8	17,004
10	Boone	3.7	45,842
11	Bath	2.8	10,025
12	Carter	2.8	25,060
13	Clinton	2.8	9,321
	All Others	29.0	

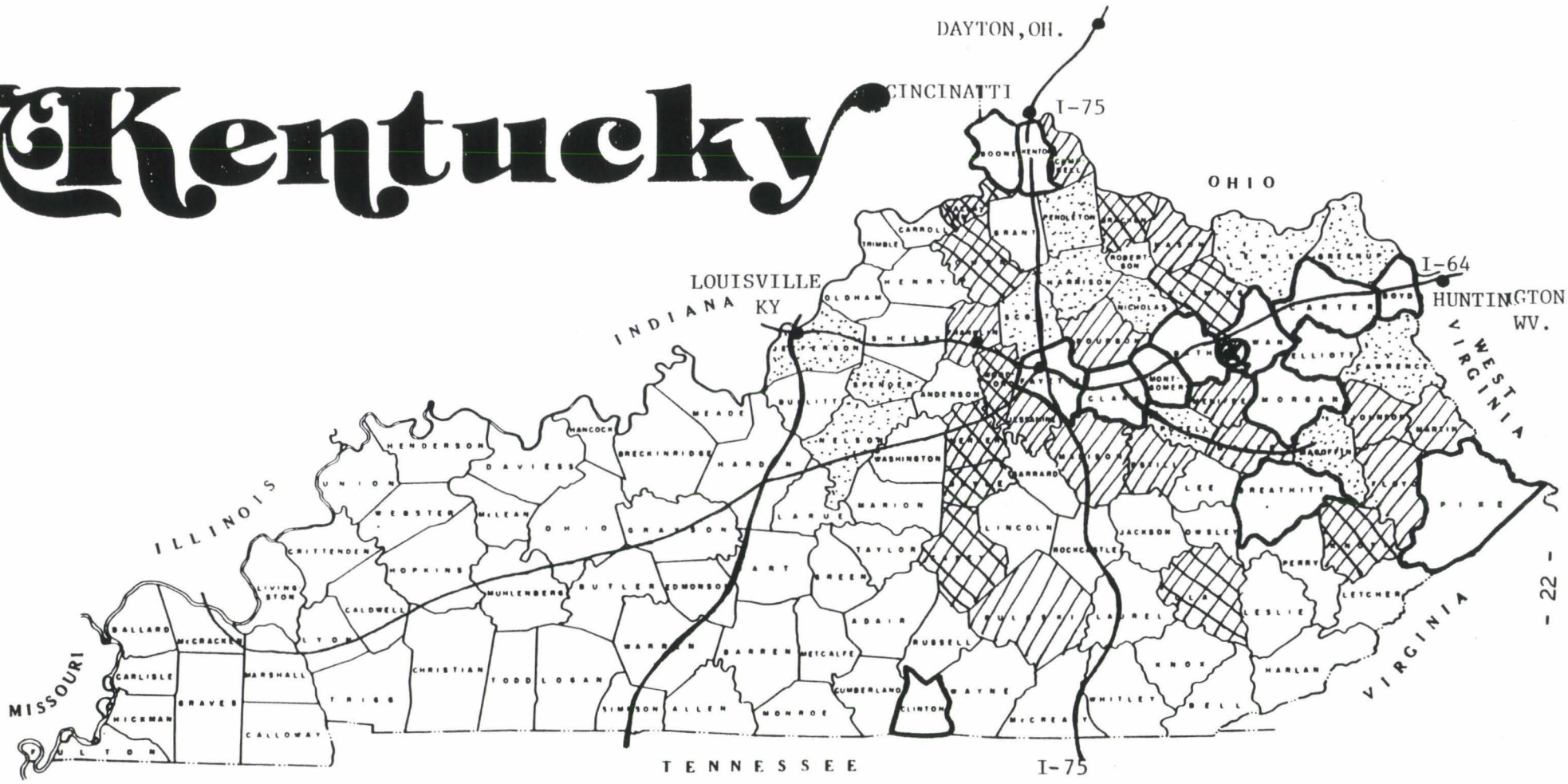
Rank adjusted based on percent of county population camping at Twin Knobs.

Rank	County	Score*
1	Morgan	104.5
2	Rowan	101.8
3	Montgomery	67.2
4	Clinton	61.3
5	Bath	57.0
6	Breathitt	45.6
7	Clark	43.2
8	Carter	22.8
9	Boyd (Tie)	16.5
9	Boone (Tie)	16.5
10	Fayette	13.5
11	Pike	10.8
12	Kenton	5.8

*$\frac{\text{Fayette Population}}{\text{County Population}}$ X True Percent = Score

(1,028 People in Survey)

Kentucky



MAP 3

CAVE RUN LAKE

POPULATION CENTERS

MAJOR HIGHWAY

KENTUCKY COUNTIES
HIGHEST TO LOWEST PERCENT
RANKS

#1-13

#14-25

#26-35

#36-43

As expected, this data shows that Cave Run Lake lies near the center of the counties and states from which most Twin Knobs campers originate. The most represented Kentucky counties lie adjacent to Cave Run Lake and along Interstate 64, the main artery accessing the lake.

There are also some interesting findings in these data. For example, Clinton county, which ranked 13th out of the top 13 counties represented, ranked 4th when its percent of population camping at Twin Knobs was computed. What is even more interesting is that this county is adjacent to Lake Cumberland, one of the largest and most popular lakes in the state, and over a three hour drive from Cave Run Lake. Additional research should be done to determine the reasons for this result. Also, while Fayette County (Lexington, KY) ranks first in the top 13 counties represented at Twin Knobs, it drops to 10th when its population is factored into the rankings. This indicates that there may be an untapped market in this area.

2. **Camper Use Patterns**

Data compiled from the mail survey show that 74% of the Zilpo respondents have camped at Twin Knobs, and 56% of the Twin Knobs respondents have camped at Zilpo (Appendix 2, page 61). They also show that most of those camping at Zilpo and Twin Knobs are repeat customers who usually camp from 1 to 3 days per visit and drive 2 hours or less to camp. Most campers learned about these areas

through word of mouth from friends or family, but many are just familiar with these areas. Other campgrounds are used by 78% of Zilpo campers, but 23% of the Zilpo campers, and 27% of the Twin Knobs campers do not camp anywhere else, with the exception of Twin Knobs or Zilpo.

Table 3 ranks the equipment used while camping at Cave Run Lake by the percent of the respondents using the equipment. Both Zilpo and Twin Knobs campers show a lot of similarity in their preferences. Cameras were taken camping by 81% of the respondents, making this the most popular item on the list and indicating an opportunity to provide photographic experiences for campers. Wildlife photography might be very popular based on the high preference for wildlife viewing expressed by respondents (Appendix 2, page 57). Tents were the next most popular camping equipment. It should be noted that the lack of electrical hookups at these two recreation areas is a deterrent to most RV'ers and opens up campgrounds to those who tent camp. However, the electrical sites added to Zilpo in 1990 should cause an increase in the number of RV'ers using this campground in the future.

3. **Personal Data**

Data compiled about the Zilpo respondents (Appendix 2, pages 62-63) show that a large percentage are married (86%) and between 25 and 49 years old (78%). Most campers are high school graduates or have some college (85%) and earn between $25,000 and $74,999 annually (73%).

Data on family structure, i.e., number of children in various age classes, were not collected but would have been helpful in determining market segments.

It is interesting to note that the socio-economic and demographic data gathered in this survey correspond closely to the results of data collected in 1986 for Twin Knobs (3). However, in the 1992 survey there was a marked increase in the income of the average camper even though education, age, marital status, and origin are similar. In the 1986 data, only 7% of the Twin Knobs respondents made more than $34,999 annually, while the new data shows that 50% of the Twin Knobs and Zilpo respondents make over $34,999.

TABLE 3
PERCENT OF CAMPERS INDICATING EQUIPMENT USE

ZILPO RESPONDENTS (n=111)

	Item	%
1.	Cameras	81
2.	Tent	73
3.	Pick Up Truck	60
4.	Binoculars	54
5.	Automobile	49
6.	Motorboat	48
7.	Bicycle	34
8.	Waterskis	27
9.	Van	21
10.	Pop-up Camper	19
11.	Nature Books	17
12.	Truck Camper	14
13.	Motorhome	11
14.	Pontoon Boat	9
15.	Canoe/Kayak	8
16.	Other	6
17.	OHV/Motorcycle	5
18.	Houseboat	4
19.	Skijet	3
20.	Sailboat	2

TWIN KNOBS RESPONDENTS (n=111)

	Item	%
1.	Cameras	81
2.	Tent	75
3.	Motorboat	55
4.	Binoculars	51
5.	Pick Up Truck	48
6.	Automobile	47
7.	Bicycle	45
8.	Waterskis	29
9.	Van	22
10.	Pop-up Camper	21
11.	Truck Camper	18
12.	Nature Books	14
13.	Pontoon Boat	12
14.	Other	10
15.	Motorhome	9
16.	Canoe/Kayak	5
17.	OHV/Motorcycle	3
18.	Skijet	3
19.	Sailboat	3
20.	Houseboat	1

B. Camper Preferences

Those surveyed were asked to rate the importance of certain facilities and services in their recreation experience (Appendix 2, page 57). This helped with the analysis of their satisfaction ratings. For example, a person might be "very satisfied" with Zilpo's swimming beach but might consider it "not important" to their recreation experience. Table 4 displays the ranking, based on the level of importance, of the facilities and services listed in Appendix 2. Again, Zilpo and Twin Knobs campers were very similar in their preferences.

Toilet and shower facilities were ranked first by both groups. Zilpo respondents ranked ice sales second, while Twin Knobs ranked ice sales fourth. Law enforcement and wildlife viewing were also near the top of the rankings for both groups.

It should be noted here that the term "law enforcement" was selected in asking campers to rate service importance. On the other hand, the term "safety and security" was used when asking campers to give their "feelings" about how satisfied they were with these services. The reasoning is that law enforcement is a tangible term with all the connotations of what law enforcement might mean, whereas "safety and security" are the experiences or feelings associated with the law enforcement program. Both groups had a high preference for "law enforcement" and were also pleased with the results at both campgrounds.

An effort was made to correlate the items rated on importance with those rated for satisfaction but this was not always possible. Differences between the items rated for importance and the items rated for satisfaction are due to differences in what the campgrounds had to offer or on specific campground information needed for future planning.

Finally, when asked at which campground they preferred to camp, 60% of the Zilpo respondents said they preferred Zilpo; however, 23% preferred Twin Knobs, and 17% had no preference. On the other hand, 83% of Twin Knobs respondents preferred to camp at Twin Knobs while only 3% preferred Zilpo and 12% had no preference. Only a few respondents commented on the request for reasons why they preferred to camp at a certain campground. Most comments are the same as the responses made as to what they liked best about a certain campground. Several Zilpo respondents mentioned things like "lack of crowds," "remoteness" or "the wildlife." The most common comments from Twin Knobs respondents were, "easy access" and "wildlife viewing."

TABLE 4

USER PREFERENCES

FOR SERVICES AND FACILITIES

ZILPO RESPONDENTS (n=111)		TWIN KNOBS RESPONDENTS (n=111)	
Item	Mean	Item	Mean
1. Flush Toilets/Showers	4.6	1. Flush Toilets/Showers	4.7
2. Ice Sales	4.4	2. Law Enforcement	4.3
3. Law Enforcement	4.2	3. Wildlife Viewing	4.0
4. Wildlife Viewing	4.0	4. Ice Sales*	3.9
5. Swim Beach	3.9	5. Boat Accommodations	3.8
6. Uncrowded Campground	3.8	6. Uncrowded Campground	3.8
7. Boat Accommodations	3.7	7. Swim Beach	3.7
8. Walk/Jog Trails	3.5	8. Marina Nearby	3.6
9. Campsite Reservations	3.5	9. Camping Reservations	3.5
10. Water Hookups*	3.5	10. Walk/Jog Trails	3.5
11. Marina Nearby	3.5	11. Handicap Accommodations	3.5
12. Handicap Accommodations	3.3	12. Recycling Program	3.3
13. Recycling Program	3.3	13. Water Hookups*	3.3
14. Electrical Hookups	3.2	14. Electrical Hookups	3.1
15. On-Site Hosts/Staff	3.0	15. On-Site Hosts/Staff	3.1
16. Fitness Trail*	2.9	16. Nature Programs/Walks	2.9
17. Nature Program/Walks*	2.8	17. Playground Equipment*	2.7
18. Historical Programs/Walks	2.7	18. Fitness Trail	2.7
19. Firewood Sales	2.7	19. Historical Programs/Walks	2.7
20. Playground Equipment*	2.6	20. Firewood Sales*	2.7
21. Group Reservation Area*	2.6	21. Group Reservation Areas	2.6
22. Sewer Hookups*	2.4	22. Sewer Hookups*	2.5
23. Ballfields/Courts	2.3	23. Ballfields/Courts	2.4
24. Musical Entertainment	2.1	24. Musical Entertainment	2.2
25. Crafts/Games*	1.9	25. Crafts/Games	2.1

*Not provided at this campground.

Rating scale to calculate the means shown above:

Not Important - 1
Somewhat Important - 2
Important - 3
Very Important - 4
Extremely Important - 5

C. Camper Satisfaction

Campers were asked to state how satisfied they were with various facilities and services at Zilpo and Twin Knobs (Appendix 2, pages 58 and 60). These ratings were correlated as closely as possible to facilities and services campers rated for importance (Appendix 2, page 57). The main difference was that there were several items not now provided at either campground that needed to be rated for importance for planning purposes. Obviously, those could not be rated for satisfaction.

As was the case in other sections of this survey, both Zilpo and Twin Knobs respondents were very similar in their ratings. The means for the individual items rated and the overall satisfaction rating for Zilpo were good and were only slightly lower than Twin Knobs Recreation Area, a more popular and heavily used area. This was a pleasant surprise since the 1991 change in management at Zilpo had caused some internal problems and problems with some campers. It appears that even with the problems most campers were served in a satisfactory manner.

While the means for the ratings for Zilpo in Appendix 2, page 58, show positive responses, a more detailed analysis shows there are some campers who are definitely not satisfied with certain aspects of Zilpo and some that are very satisfied. The analysis is shown in Table 5, starting with the facility or service with the highest rating of importance from Appendix 2, page 57.

TABLE 5

ZILPO RECREATION AREA
SATISFACTION RATINGS
FOR
SERVICES AND FACILITIES

	Zilpo Respondents %	Twin Knobs Respondents %
1. **Flush Toilets/Showers:**		
Very Dissatisfied	0.9	2.6
Somewhat Dissatisfied	6.3	2.6
Neither	7.2	10.5
Somewhat Satisfied	25.2	18.4
Very Satisfied	60.4	55.3
No Opinion	0	10.5

More Zilpo respondents gave this a rating of "Very Satisfied" than any other item. This is a very positive comment on the item rated the most important by Zilpo Campers (Table 4).

2. **Law Enforcement:** (Safety and Security)		
Very Dissatisfied	2.7	0
Somewhat Dissatisfied	3.6	0
Neither	18.0	21.1
Somewhat Satisfied	33.3	28.9
Very Satisfied	36.9	36.8
No Opinion	5.4	13.2

There has been an internal concern that the law enforcement provided at Zilpo is not adequate, especially if serious problems arise. Apparently, law enforcement was not a problem for most campers last year.

3. **Wildlife Viewing:**		
Very Dissatisfied	1.8	0
Somewhat Dissatisfied	2.7	2.6
Neither	14.5	10.5
Somewhat Satisfied	30.0	28.9
Very Satisfied	43.6	36.8
No Opinion	7.3	21.1

Wildlife viewing was rated No. 4 in importance and is rated very well in satisfaction. It remains to be seen if this rating holds, since there has been a die-off, or migration of deer from Zilpo. Viewing the abundant deer population has been a popular wildlife viewing activity in the campground. Plans are being made to improve wildlife viewing activities, not only for deer but for a variety of wildlife.

	Zilpo Respondents %	Twin Knobs Respondents %
4. **Swim Beach:**		
Very Dissatisfied	1.8	0
Somewhat Dissatisfied	4.5	7.9
Neither	9.1	5.3
Somewhat Satisfied	25.5	23.7
Very Satisfied	53.6	44.7
No Opinion	5.5	18.4

A few written comments on the lack of a sandy bottom in the swim area indicate that this may be the major problem with those few campers not satisfied with the beach.

5. **Boat Accommodations:**		
Very Dissatisfied	3.7	5.4
Somewhat Dissatisfied	6.4	5.4
Neither	10.1	18.9
Somewhat Satisfied	22.9	16.2
Very Satisfied	28.4	18.9
No Opinion	28.4	35.1

This is a broad category that could include many aspects such as boat parking, shoreline tie ups, storage facilities, battery charging facilities or availability of parts and fuel. The objective of this item was to get a feel for people's satisfaction with these services and facilities and determine if further investigation is needed.

6. **Trails:**		
Very Dissatisfied	3.6	2.6
Somewhat Dissatisfied	3.6	7.9
Neither	21.8	7.9
Somewhat Satisfied	27.3	18.4
Very Satisfied	32.7	42.1
No Opinion	10.9	21.1

The Zilpo trails have not had much in the way of maintenance over the years other than debris removal. Recurrent flooding and some poor trail location have compounded the problem in places and created a somewhat narrow and "rustic" trail. The Forest Service has been concerned with the trail condition but while there is some improvement needed it does not seem to be as much of a problem with campers as expected.

7. **Campsite Reservations:**		
Very Dissatisfied	12.8	5.3
Somewhat Dissatisfied	11.0	7.9
Neither	20.2	18.4
Somewhat Satisfied	17.4	15.8
Very Satisfied	21.1	18.4
No Opinion	17.4	34.2

There are two campsite reservation systems in effect at Zilpo. A national system (MISTIX) and a local system that the campground administers. Neither system worked as well as they should due to lack of experience on the part of the concessionaires and poor operators at MISTIX. The 1992 season should improve the quality of the local reservation system with increased concessionaire experience.

	Zilpo Respondents %	Twin Knobs Respondents %
8. **Electrical Hookups:**		
Very Dissatisfied	1.8	5.3
Somewhat Dissatisfied	6.4	10.5
Neither	20.9	10.5
Somewhat Satisfied	22.7	10.5
Very Satisfied	22.7	18.4
No Opinion	25.5	44.7

The large percent of "No Opinion" and "Neither" response reflects the large number of campers who do not use RV's. RV use may increase as word gets out about the new electrical hookups available.

9. **On-Site Hosts:** (Service From Hosts and Staff)		
Very Dissatisfied	5.6	8.3
Somewhat Dissatisfied	7.5	5.6
Neither	21.5	22.2
Somewhat Satisfied	22.4	13.9
Very Satisfied	35.5	27.8
No Opinion	7.5	22.2

Due to the very short time frame the concessionaire had to prepare for operating Zilpo, an adequate number of qualified hosts could not be recruited. The 1992 recreation season should see a doubling or tripling in the number of hosts and also improve host quality.

10. **Play/Sports Areas:**		
Very Dissatisfied	2.7	2.7
Somewhat Dissatisfied	7.3	8.1
Neither	30.0	27.0
Somewhat Satisfied	19.1	10.8
Very Satisfied	11.8	16.2
No Opinion	29.1	35.1

The only developed play/sports area is a volleyball court and open area near the beach. About one in ten campers would like to see more of such facilities.

	Zilpo Respondents %	Twin Knobs Respondents %

11. **Access to Campground:**

a. Road Conditions

Very Dissatisfied	18.9	18.9
Somewhat Dissatisfied	18.0	8.1
Neither	8.1	16.2
Somewhat Satisfied	23.4	21.6
Very Satisfied	31.5	27.0
No Opinion	0	8.1

Road Conditions registered, by far, the largest negative response for Zilpo. "Roads" have been known for sometime to be perhaps the biggest problem in getting people to use Zilpo. By the end of 1992, all the rough roads to Zilpo will have been paved and the satisfaction should improve. The narrow, winding conditions will not be improved and, based on informal camper comments, we feel this is also a source of dissatisfaction.

b. Remoteness

Very Dissatisfied	1.9	11.4
Somewhat Dissatisfied	5.6	11.4
Neither	9.3	11.4
Somewhat Satisfied	24.1	22.9
Very Satisfied	58.3	34.3
No Opinion	0.9	8.6

These results reflect the fact that the Zilpo campers value the remoteness and lack of crowds. Twin Knobs campers were not as positive about Zilpo's remoteness.

c. Directional Signs

Very Dissatisfied	6.5	5.7
Somewhat Dissatisfied	6.5	8.6
Neither	13.0	25.7
Somewhat Satisfied	22.2	17.1
Very Satisfied	51.9	34.3
No Opinion	0	8.6

There seems to be a need for additional work in this area but most campers were happy with the signing.

12. **Campground Store:**

a. Variety

Very Dissatisfied	1.8	11.4
Somewhat Dissatisfied	8.2	14.3
Neither	15.5	14.3
Somewhat Satisfied	42.7	17.1
Very Satisfied	26.4	20.0
No Opinion	5.5	22.9

	Zilpo Respondents %	Twin Knobs Respondents %
b. Quality		
Very Dissatisfied	1.8	9.1
Somewhat Dissatisfied	2.7	15.2
Neither	19.1	21.2
Somewhat Satisfied	39.1	18.2
Very Satisfied	30.9	15.2
No Opinion	6.4	21.2
c. Prices		
Very Dissatisfied	9.1	9.1
Somewhat Dissatisfied	23.6	12.1
Neither	18.2	39.4
Somewhat Satisfied	25.5	15.2
Very Satisfied	17.3	3.0
No Opinion	6.4	21.2

Overall, the new concessionaire apparently has done a good job of stocking the store. However, their increase in prices over what the previous concessionaire charged has caused a problem for about one-third of the campers.

13. **Camping Fees:**

Very Dissatisfied	3.6	5.4
Somewhat Dissatisfied	19.1	16.2
Neither	13.6	27.0
Somewhat Satisfied	37.3	29.7
Very Satisfied	24.5	8.1
No Opinion	1.8	13.5

Camping fees did not change much from the previous concessionaire, although some changes were made. It appears that some changes in price structure, or incentives for certain types of campers, might help increase satisfaction for some campers.

14. **Campground Programs:**

Very Dissatisfied	3.6	8.1
Somewhat Dissatisfied	2.7	2.7
Neither	34.5	18.9
Somewhat Satisfied	14.5	21.6
Very Satisfied	5.5	10.8
No Opinion	39.1	37.8

Only 20% of Zilpo campers were satisfied with this service. Very little has been done in the area of interpretation and entertainment at Zilpo. However, most campers showed that these were lower on their list of importance than most other services. An effort is being made to provide more interpretive programming at Zilpo in 1992. It is interesting to note that the Twin Knobs campers ranked crafts, games, and entertainment programs lower than most other facilities and

services but the Twin Knobs entertainment programs attract large crowds (150-200 people per show). Interpretive activities, on the other hand, were rated a little higher than entertainment in importance but have a poor attendance.

15. **Garbage Facilities:**

	Zilpo Respondents %	Twin Knobs Respondents %
Very Dissatisfied	4.6	2.7
Somewhat Dissatisfied	6.4	2.7
Neither	13.8	21.6
Somewhat Satisfied	36.7	35.1
Very Satisfied	37.6	24.3
No Opinion	0.9	13.5

A different garbage collection system was instituted by the new concessionaire. It focused on central pickup stations as opposed to the individual site pickup provided by the previous concessionaire. Never the less, most people were satisfied.

16. **Overall, how well do you like this campground?**

Very Dissatisfied	1.9	2.6
Somewhat Dissatisfied	4.7	5.3
Neither	4.7	13.2
Somewhat Satisfied	35.5	21.1
Very Satisfied	53.3	44.7
No Opinion	0	13.2

The responses to this question were very good considering the rush to get a new concessionaire in Zilpo last year. It is hoped that camper satisfaction will increase this season.

D. Opportunities

Although Twin Knobs is a much more popular recreation area than Zilpo, Zilpo has some unique, nearby opportunities that are not found near Twin Knobs or any state park in the region. The Zilpo National Scenic Byway is the only access road to Zilpo. It has scenic overlooks, an archeological interpretive trail and the only remaining fire lookout tower on the Daniel Boone National Forest. (The tower is being renovated to allow public access to the tower cabin on top.) Additionally, Zilpo is adjacent to the 7,840 acre Pioneer Weapons Hunting Area (PWHA) and its system of 25 miles of loop trails. So far, these two recreational opportunities have not been formally used to attract people to Zilpo. In order to determine whether this possibility even exists, campers were asked to indicate whether they would be interested in including the Zilpo National Scenic Byway or the PWHA trail system in their recreation activities.

While more data need to be collected to determine the strength of interest in the PWHA and Scenic Byway, there was a large enough response to warrant some testing of camper response to activities such as interpretive tours of the Scenic Byway or hikes in the PWHA.

Sixty five percent of Zilpo campers indicated that they had stopped and read one or more of the information signs on the Zilpo Auto Tour on the Scenic Byway. While an indicator of some interest in these signs, it should be noted that the auto tour has been in place, in one form or

another, for over four years. The high number of repeat campers and the fact that the Auto Tour is not on a through road would indicate that any interpretive work along the Scenic Byway would have to be varied to continue to attract participants. While 83% of the Zilpo campers indicated an interest in such interpretive activities, most (62%) wanted to participate alone, or with family.

Only 11% of the Zilpo campers said they would not be interested in any activity on the PWHA trails. Hiking, for a day or less, was the most popular choice with a 66% response from Zilpo campers. Overnight hiking (41%) was the next most popular activity. Both horseback riding and bicycling were favored by quite a few campers. Most Zilpo campers (73%) indicated they would be interested in participating in these activities alone. However, there is no indication to date that any but a very small number of Zilpo campers, actually use the PWHA trails while at Zilpo.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

A. Insights

The mail survey and camper origin data provide important insights about Zilpo campers and recreationists at Cave Run Lake. This data will provide information that will be helpful to the Forest Service and the concessionaire in planning and developing services and facilities to attract new campers and increase satisfaction for current Zilpo campers. However, more research is needed on recreationists in this region who do not recreate at Zilpo. A determination needs to be made as to how Zilpo can meet their needs. Further analysis of the mail survey might be helpful in determining the needs of different market segments of people already camping at Zilpo, but the value in this would appear to be small.

There is still much that can be done to market Zilpo based on the data already collected. Remedying some of the problems that surfaced in the survey, and enhancing some of the more preferred services and facilities are obvious steps in the right direction. Furthermore, low cost efforts to promote the Scenic Byway and the PWHA trails should be tried to see what responses we get. Other basic marketing techniques can be used to attract people to the recreation area who would not normally come to camp. The following section is the framework of a marketing plan (2)(14), for Zilpo. While hard data is not available on all the proposals, existing data and experience support these actions.

B. Marketing Proposal

1. **Mission Statement:**

To provide positive, memorable experiences for recreationists. The Forest Service's concern for "caring for the land and serving the people" will be communicated to customers through our high quality of service, interpretation and the resource and facility management of Zilpo and its surrounding area - particularly the Zilpo Scenic Byway and the Pioneer Weapons Hunting Area.

2. **Goals:**

a. Provide customer satisfaction through positive memories of their experiences.

b. Develop a marketing awareness in Forest Service and Zilpo personnel.

c. Promote tourism.

d. Assist in the development of rural economies.

e. Achieve the Daniel Boone National Forest's LRMP goals.

f. Maintain a positive Forest Service presence and image.

3. **Analysis of the Marketing Situation:**

a. Strengths

1) Modern, accessible, well designed facilities.

2) Experienced, cooperative concessionaire with strong Forest Service "roots" and support.

3) Quiet, remote location (uncrowded).

4) Concessionaire willing to reinvest profits into Zilpo.

5) Twenty five miles of loop trails in an unbroken piece of U.S. Forest Service land closed to motorized vehicles (PWHA).

6) On the Zilpo Scenic Byway with overlooks, Tater Knob Fire Tower, archeological interpretive trail and other stops.

7) Low cost boat and camper storage on Cave Run Lake.

8) Easy access to popular regional lake.

9) Electrical hookups.

10) Campground store.

11) Motivated volunteers.

12) Only real competition is Twin Knobs.

b. Weaknesses

1) Undesirable access to Zilpo, i.e., long driving distance over narrow backroads with several intersections. (Also, on the end of a deadend road).

2) Competition with Twin Knobs.

3) Concessionaire and many volunteers are not from the region and may lack some understanding of local culture and politics.

4) Few "drop in" campers (due to remoteness).

5) Lack of certain amenities nearby, i.e., shopping, laundry, restaurants, medical, entertainment, marina.

6) Lack of group day use or group camping facilities.

7) Lack of play areas.

8) Uncertainty of timely, dependable federal funding for needed facilities.

9) Large portions of campground flood every 2-3 years. Limits some types of construction and increases maintenance costs.

10) Possible competition with the privately owned Outpost Campground.

4. **Market Objectives and Action Plans:**

a. Internal Market (Employees and Volunteers) - Zilpo employees and volunteers should be made integral partners in the operation and maintenance. They should feel they are an important part of the Forest Service's service to the public.

Actions:

1) Forest Service and concessionaire will provide training that instills service to the public and resource stewardship values as priorities (do each year prior to opening).

2) An atmosphere of mutual respect will be developed where employees and volunteers can be heard, share ideas, present suggestions, and problems (being done now on going basis).

3) Both Forest Service and Zilpo personnel should understand and "buy into" the mission and goals for managing Zilpo (do prior to opening).

b. Public Market (Media, Businesses, Local Governmental Bodies) - The Forest Service will take the lead in maintaining open communications and dialogue with public markets. The concessionaire should cooperate with the Forest Service efforts. Sensitivity on how management of Zilpo might adversely effect relationships with these groups is needed, but everyone should also understand the role Zilpo can play in assisting with economic development and tourism in the local area.

Actions:

1) Forest Service should initiate "open house" type of activities for various public markets to get acquainted with the concessionaire and understand the goals for Zilpo.
2) Discuss ways that the public markets and Zilpo can help each other through partnerships. Be very careful to stay within Forest Service regulations and avoid improper or unethical conduct.
3) Explore such things as Zilpo's support of a local worthwhile charity that needs help. Fund raising activities and events may be possible under certain circumstances.
4) Develop and distribute media information packets for regional and local media based on camper origin data.
5) To save money, use publicity over advertising to get information about Zilpo to public. Forest Service has information on how to do this and will work with concessionaire to accomplish this.

c. Customer Markets (Individual and family recreationists, recreation organizations - Good Sam, mountain bike clubs, senior citizen groups, elder hostels, organizations for the disabled, etc.)

Actions (to Attract New Customers):

1) Gather data on possibilities for attracting regional market segments not now using Zilpo.

2) Plan an event (i.e., fishing derby, mountain bike race, hot air balloon race, 5K race) or a festival (pioneer days, fall colors, crafts demonstrations) that involves the community and will draw those who might not normally visit Zilpo. Information is available that will help in planning and organizing this.

3) Construct a group use area through a partnership with the concessionaire using Job Corps labor. Currently, the weekend demand for group use areas exceeds supply at both Twin Knobs and Zilpo. Group activities will attract people who might not normally visit (cost: materials $30,000).

4) Let the public know that there are electrical hookups. Encourage RV groups or elder hostels to reserve a loop with electrical sites at discount rates.

5) Work with the State and City of Salt Lick to improve and enhance directional signing in the area. Enlarge signs and place distances on them. Include other attractions such as Clear Creek Lake, Zilpo Byway, Iron Furnace along with Zilpo

Recreation Area and its facilities to emphasize the variety of area attractions (cost: 4 signs = $2,000).

6) Add water hookups to a couple of loops to attract RV'ers.

7) Be a good neighbor and be known locally as a good area to recreate by providing weekday discounts or incentives for beach or group areas. Publicize this locally.

8) Know the local communities, especially Salt Lick and Owingsville. Make them proud to have Zilpo be a part of the area. Make presentations to local civic club meetings.

9) Contact groups that would use the PWHA trails about spending time at Zilpo and using the trails (hikers, mountain bike clubs). Provide discounts and incentives.

10) Improve interpretive efforts and enhance visual beauty of the Scenic Byway. Also extend the Scenic Byway to Clear Creek Lake. A large covered bulletin board at the beginning of the byway introducing people to the area and inviting them to Zilpo for a cup of coffee or soda would attract some people.

Actions (to Enhance Satisfaction of Current Customers):

1) Enhance wildlife viewing and photography activities through habitat improvements that will attract wildlife. (Butterfly gardens, frog/fish ponds, bat boxes, bushhog fields and add salt blocks/fertilizer/lime). (Cost: $3,000).

2) Improve/simplify campsite reservation system so that it is more responsive and accurate.

3) Discount fees, or add incentives, to attract campers to sites not usually used during the week.

4) Keep store prices as low as possible.

5) Additional "in house" surveys should be done to monitor camper satisfaction with Zilpo's services and facilities.

6) Provide encouragement, brochures, and some guided tours for campers to visit the Scenic Byway.

7) Improve the Zilpo Campground trailhead for Buckskin Run Trail. Make it more visible and attractive. Keep trail in good condition. Provide maps.

8) Increase interpretive programming and activities. The Forest Service will initiate this in 1992 with the idea of Zilpo personnel doing some of this later as they gain experience. (Wildlife hikes, photography lessons, cultural and historical hikes, environmental scavenger hunts.)

D. Future Studies

To strengthen the marketing efforts for Zilpo, additional data should be collected and analyzed. The following is a summary of these needs:

1. Analyze data from the Kentucky, Ohio, and West Virginia SCORP's; Kentucky State Parks and regional tourism office to determine potential target markets that might be served at Zilpo.

2) Spend time at State and private recreation facilities to determine their strengths and weaknesses and how Zilpo compares to them.

3) Monitor recreationists visiting Zilpo to see if our market is changing and whether our programs are meeting their needs.

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COLLEGE OF FOREST AND RECREATION RESOURCES
DEPARTMENT OF PARKS, RECREATION AND TOURISM MANAGEMENT
CLEMSON UNIVERSITY
CLEMSON, SOUTH CAROLINA

January 2, 1992

Dear Camper:

The U.S. Forest Service wants to improve the facilities and services offered to Cave Run Lake recreationists. As a part of that effort, we are conducting a survey for them of campers' views and opinions about their experiences at Twin Knobs and Zilpo Campgrounds.

Your opinions are very important and we hope that you will take a few minutes to complete this survey.

Please have the person responsible for planning your camping trips fill out and return this survey. To help insure that your views and opinions are included in making meaningful improvements, we ask that you return the survey within 10 days. (A self-addressed envelope is provided.)

The survey has been numbered for study purposes only but the survey is strictly confidential.

Thank you for your time.

Sincerely,

S.F. MARRIOTT
Researcher

CAVE RUN LAKE
CAMPGROUND SURVEY

A. Please tell us **how important** each of these campground facilities and services are to you and/or your family by putting a circle around your choice from 1 (not important) to 5 (extremely important) and for no opinion, please circle 6.

	Not Important	Somewhat Important	Important	Very Important	Extremely Important	No Opinion
	1	2	3	4	5	6
1.	Swim Beach	1	2	3	4	5	6
2.	Flush Toilets/Showers	1	2	3	4	5	6
3.	Walk/Jog Trails	1	2	3	4	5	6
4.	Law Enforcement	1	2	3	4	5	6
5.	Wildlife Viewing	1	2	3	4	5	6
6.	Electrical Hookups	1	2	3	4	5	6
7.	Campsite Reservations	1	2	3	4	5	6
8.	Uncrowded Campground	1	2	3	4	5	6
9.	Playground Equipment	1	2	3	4	5	6
10.	Sewer Hookups	1	2	3	4	5	6
11.	Nature Programs/Walks	1	2	3	4	5	6
12.	Musical Entertainment	1	2	3	4	5	6
13.	Crafts/Games	1	2	3	4	5	6
14.	Group Reservation Areas	1	2	3	4	5	6
15.	Marina Nearby	1	2	3	4	5	6
16.	On Site Hosts/Staff	1	2	3	4	5	6
17.	Ballfields/Courts	1	2	3	4	5	6
18.	Recycling Program	1	2	3	4	5	6
19.	Fitness Trail	1	2	3	4	5	6
20.	Water Hookups	1	2	3	4	5	6
21.	Historical Programs/Walks	1	2	3	4	5	6
22.	Boat Accommodations	1	2	3	4	5	6
23.	Firewood Sales	1	2	3	4	5	6
24.	Handicap Accommodations	1	2	3	4	5	6
25.	Ice Sales	1	2	3	4	5	6
26.	Other (Specify) _____	1	2	3	4	5	6

ZILPO RECREATION AREA

B. Please tell us **how satisfied you feel** about the facilities and services provided at Zilpo, using a scale from 1 (very dissatisfied) to 5 (very satisfied). If you **don't know, use, or care about** a facility, or service, please indicate this by circling "No Opinion."

	Very Dissatisfied	Somewhat Dissatisfied	Neither Dissatisfied/ Satisfied	Somewhat Satisfied	Very Satisfied	No Opinion
	1	2	3	4	5	6
1.	Swim Beach	1	2	3	4	5	6
2.	Flush Toilets/Showers	1	2	3	4	5	6
3.	Trails	1	2	3	4	5	6
4.	Safety and Security	1	2	3	4	5	6
5.	Wildlife Viewing	1	2	3	4	5	6
6.	Electrical Hookups	1	2	3	4	5	6
7.	Campsite Reservations	1	2	3	4	5	6
8.	Play/Sports Areas	1	2	3	4	5	6
9.	Campground Programs	1	2	3	4	5	6
10.	Service from Staff and Hosts	1	2	3	4	5	6
11.	Access to Campground						
	a. Road Conditions	1	2	3	4	5	6
	b. Remoteness	1	2	3	4	5	6
	c. Directional Signs	1	2	3	4	5	6
12.	Boat Accommodations	1	2	3	4	5	6
13.	Campground Store						
	a. Variety	1	2	3	4	5	6
	b. Quality	1	2	3	4	5	6
	c. Prices	1	2	3	4	5	6
14.	Camping Fees	1	2	3	4	5	6
15.	Garbage facilities	1	2	3	4	5	6
16.	Overall, how well do you like this campground?	1	2	3	4	5	6

17. Please tell us what you like best and/or most appreciate about this campground.

18. What suggestions do you have that could make this campground even better?

19. How often have you stopped and read more than one of the information signs on the Zilpo Auto Tour pulloffs?

☐ Never ☐ Once ☐ 2-3 Times ☐ 4 or More Times

20. How worthwhile are these signed pulloffs?

☐ Not Worthwhile
☐ Somewhat Worthwhile
☐ Very Worthwhile
☐ No Opinion

21. During your stay at Zilpo (outside of hunting season), which activities would you be interested in on the trails in the Pioneer Weapons Hunting Area? (Check all that apply.)

☐ No Activity

One day or less trip

☐ Hike
☐ Bicycle
☐ Horse
☐ Other Activity (Specify) _____

Overnight Trip

☐ Hike
☐ Bicycle
☐ Horse

Would you prefer to do the activity/activities with an:

☐ Informal Group
☐ Alone, or with Family
☐ Organized Group
☐ Other (Specify) _____

22. During your stay at Zilpo, would you be interested in driving the Zilpo Scenic Byway to learn about local history, archeology, nature and/or forest management? (Check all that apply.)

☐ No
☐ Yes With:
☐ Guided Group
☐ Alone or with family using brochures/signs
☐ Informal Group
☐ Other (Specify)_____

TWIN KNOBS RECREATION AREA

C. Please tell us **how satisfied you feel** about the facilities and services provided at Twin Knobs, using a scale from 1 (very dissatisfied) to 5 (very satisfied). If you **don't know, use, or care about** a facility, or service, please indicate this by circling "No Opinion."

	Very Dissatisfied	Somewhat Dissatisfied	Neither Dissatisfied/ Satisfied	Somewhat Satisfied	Very Satisfied	No Opinion
	1	2	3	4	5	6
1.	Swim Beach	1	2	3	4	5	6
2.	Flush Toilets/Showers	1	2	3	4	5	6
3.	Trails	1	2	3	4	5	6
4.	Safety and Security	1	2	3	4	5	6
5.	Wildlife Viewing	1	2	3	4	5	6
6.	Electrical Hookups	1	2	3	4	5	6
7.	Campsite Reservations	1	2	3	4	5	6
8.	Play/Sports Areas	1	2	3	4	5	6
9.	Campground Programs	1	2	3	4	5	6
10.	Service from Staff and Hosts	1	2	3	4	5	6
11.	Access to Campground						
	a. Road Conditions	1	2	3	4	5	6
	b. Remoteness	1	2	3	4	5	6
	c. Directional Signs	1	2	3	4	5	6
12.	Boat Accommodations	1	2	3	4	5	6
13.	Animals in Recreation Area						
	a. Deer	1	2	3	4	5	6
	b. Geese	1	2	3	4	5	6
	c. Skunks	1	2	3	4	5	6
14.	Camping Fees	1	2	3	4	5	6
15.	Garbage facilities	1	2	3	4	5	6
16.	Overall, how well do you like this campground?	1	2	3	4	5	6

17. What do you like best and/or appreciate about this campground?

18. What suggestions do you have that could make this campground even better?

GENERAL INFORMATION

	Twin Knobs	Zilpo	Total All Other Campgrounds
D. About how often have you camped at: (Check one for each area.)			
1. Never	☐	☐	☐
2. Only Once	☐	☐	☐
3. Once a year	☐	☐	☐
4. 2-3 times a year	☐	☐	☐
5. 4-7 times a year	☐	☐	☐
6. 8 or more times a year	☐	☐	☐
E. How long do you usually stay on an average visit? (Check one for each area.)			
1. 1-3 days	☐	☐	☐
2. 4-7 days	☐	☐	☐
3. 8 or more days	☐	☐	☐
F. How long does it take you to travel from your home to: (Check one for each area.)			
1. Less than one hour	☐	☐	☐
2. 1-2 hours	☐	☐	☐
3. 3-4 hours	☐	☐	☐
4. 5 or more hours	☐	☐	☐
G. How did you find out about: (Check one for each area.)			
1. Highway Signs/Road Map	☐	☐	
2. Outdoor Show	☐	☐	
3. Friends/Family	☐	☐	
4. U.S. Forest Service Office	☐	☐	
5. Newspaper	☐	☐	
6. Familiar With Area	☐	☐	
7. Television	☐	☐	
8. Brochures	☐	☐	
9. Other (Specify) _____	☐	☐	

H. What type of equipment do you usually use when you camp at Cave Run Lake? (Check all that apply.)

1.	Houseboat	☐	12.	Waterskis	☐
2.	Motorboat	☐	13.	Skijet	☐
3.	Pontoon Boat	☐	14.	Bicycle	☐
4.	Sailboat	☐	15.	OHV/Motorcycle	☐
5.	Canoe/Kayak, etc.	☐	16.	Automobile	☐
6.	Tent	☐	17.	Pickup Truck	☐
7.	Truck Camper	☐	18.	Camera	☐
8.	Motorhome	☐	19.	Binoculars	☐
9.	Popup Camper	☐	20.	Nature Books	☐
10.	Van	☐	21.	Other _____	☐

22. Do you now keep a boat at a Cave Run Lake Marina?
Yes ☐ No ☐

23. When you camp, do you usually rent a boat from a Cave Run Lake Marina? Yes ☐ No ☐

I. At which campground do you prefer to camp? (Check one)

1. No preference ☐
2. Zilpo ☐
3. Twin Knobs ☐
4. Other (Specify) _____
5. What is/are the main reason/s you prefer to camp at the campground you selected above?

J. For classification purposes only, would you please tell us the following information about yourself.

1. Are you...

Male ☐
Female ☐

2. Are you...

Single ☐
Married ☐
Divorced, Widowed, Separated ☐

3. What is your age?

18 years and under	☐
19-24 years	☐
25-34 years	☐
35-49 years	☐
50-64 years	☐
65 years and over	☐

4. What is the highest level of education you have completed?

Grade school or less	☐
Some high school	☐
High school graduate	☐
Vocational or trade school	☐
Some college	☐
College graduate	☐
Postgraduate	☐

5. Into which of the following groups does your family's total annual income fall?

Less than $10,000	☐
$10,000 - 14,999	☐
$15,000 - 19,999	☐
$20,000 - 24,999	☐
$25,000 - 34,999	☐
$35,000 - 49,999	☐
$50,000 - 74,999	☐
$75,000 or over	☐

6. In what city and state is your residence? _____

Thank you! Again, please remember to **mail this survey back to us within 10 days** in the enclosed, self-addressed, stamped envelope.

(Please do not sign your name)

CAVE RUN LAKE
CAMPGROUND SURVEY
SUMMARY OF RESPONSES

A. Please tell us **how important** each of these campground facilities and services are to you and/or your family by putting a circle around your choice from 1 (not important) to 5 (extremely important) and for no opinion, please circle 6.

MEANS: ZILPO/TK RESPONDENTS			Not Important 1	Somewhat Important 2	Important 3	Very Important 4	Extremely Important 5	No Opinion 6
3.9/3.7	1.	Swim Beach	1	2	3	4	5	6
4.6/4.7	2.	Flush Toilets/Showers	1	2	3	4	5	6
3.5/3.5	3.	Walk/Jog Trails	1	2	3	4	5	6
4.2/4.3	4.	Law Enforcement	1	2	3	4	5	6
4.0/4.0	5.	Wildlife Viewing	1	2	3	4	5	6
3.2/3.1	6.	Electrical Hookups	1	2	3	4	5	6
3.5/3.5	7.	Campsite Reservations	1	2	3	4	5	6
3.8/3.8	8.	Uncrowded Campground	1	2	3	4	5	6
2.6/2.7	9.	Playground Equipment	1	2	3	4	5	6
2.4/2.5	10.	Sewer Hookups	1	2	3	4	5	6
2.8/2.9	11.	Nature Programs/Walks	1	2	3	4	5	6
2.1/2.2	12.	Musical Entertainment	1	2	3	4	5	6
1.9/2.1	13.	Crafts/Games	1	2	3	4	5	6
2.6/2.6	14.	Group Reservation Areas	1	2	3	4	5	6
3.5/3.6	15.	Marina Nearby	1	2	3	4	5	6
3.0/3.1	16.	On Site Hosts/Staff	1	2	3	4	5	6
2.3/2.4	17.	Ballfields/Courts	1	2	3	4	5	6
3.3/3.3	18.	Recycling Program	1	2	3	4	5	6
2.9/2.7	19.	Fitness Trail	1	2	3	4	5	6
3.5/3.3	20.	Water Hookups	1	2	3	4	5	6
2.7/2.7	21.	Historical Programs/Walks	1	2	3	4	5	6
3.7/3.8	22.	Boat Accommodations	1	2	3	4	5	6
2.7/2.7	23.	Firewood Sales	1	2	3	4	5	6
3.3/3.5	24.	Handicap Accommodations	1	2	3	4	5	6
4.4/3.9	25.	Ice Sales	1	2	3	4	5	6
	26.	Other (Specify)_____	1	2	3	4	5	6

B. Please tell us **how satisfied you feel** about the facilities and services provided at Zilpo, using a scale from 1 (very dissatisfied) to 5 (very satisfied). If you **don't know, use, or care about** a facility, or service, please indicate this by circling "No Opinion."

MEANS:			Very Dissatisfied 1	Somewhat Dissatisfied 2	Neither Dissatisfied/ Satisfied 3	Somewhat Satisfied 4	Very Satisfied 5	No Opinion 6
ZILPO/TK RESPONDENTS								
4.3/4.3	1.	Swim Beach	1	2	3	4	5	6
4.4/4.4	2.	Flush Toilets/Showers	1	2	3	4	5	6
3.9/4.1	3.	Trails	1	2	3	4	5	6
4.0/4.2	4.	Safety and Security	1	2	3	4	5	6
4.2/4.3	5.	Wildlife Viewing	1	2	3	4	5	6
3.8/3.5	6.	Electrical Hookups	1	2	3	4	5	6
3.3/3.5	7.	Campsite Reservations	1	2	3	4	5	6
3.4/3.5	8.	Play/Sports Areas	1	2	3	4	5	6
3.3/3.4	9.	Campground Programs	1	2	3	4	5	6
3.8/3.6	10.	Service from Staff & Hosts	1	2	3	4	5	6
	11.	Access to Campground						
3.3/3.3		a. Road Conditions	1	2	3	4	5	6
4.3/3.6		b. Remoteness	1	2	3	4	5	6
4.1/3.7		c. Directional Signs	1	2	3	4	5	6
3.9/3.6	12.	Boat Accommodations	1	2	3	4	5	6
	13.	Campground Store						
3.9/3.2		a. Variety	1	2	3	4	5	6
4.0/3.2		b. Quality	1	2	3	4	5	6
3.2/2.9		c. Prices	1	2	3	4	5	6
3.6/3.2	14.	Camping Fees	1	2	3	4	5	6
4.0/3.9	15.	Garbage facilities	1	2	3	4	5	6
4.3/4.2	16.	Overall, how well do you like this campground?	1	2	3	4	5	6

17. Please tell us what you like best and/or most appreciate about this campground.

- Lack of crowds
- Remoteness
- Wildlife

PERCENTAGES: **Zilpo/Twin Knobs Respondents**

18. What suggestions do you have that could make this campground even better?

- Pave Roads
- More electrical hookups
- More sand on beach
- Tic control

19. How often have you stopped and read more than one of the information signs on the Zilpo Auto Tour pulloffs?

[ ] Never [ ] Once [ ] 2-3 Times [ ] 4 or More Times

18/16 17/5 44/12 21/5

20. How worthwhile are these signed pulloffs?

1/2 [ ] Not Worthwhile
40/10 [ ] Somewhat Worthwhile
43/15 [ ] Very Worthwhile
21/10 [ ] No Opinion

21. During your stay at Zilpo (outside of hunting season), which activities would you be interested in on the trails in the Pioneer Weapons Hunting Area? (Check all that apply.)

11/6 [ ] No Activity

	One day or less trip		Overnight Trip
66/22	[ ] Hike	41/14	[ ] Hike
29/12	[ ] Bicycle	20/7	[ ] Bicycle
35/16	[ ] Horse	28/11	[ ] Horse
2/1	[ ] Other Activity (Specify)_____		

Would you prefer to do the activity/activities with an:

19/8 [ ] Informal Group
73/28 [ ] Alone, or with Family
20/5 [ ] Organized Group
13/33 [ ] Other (Specify)_____

22. During your stay at Zilpo, would you be interested in driving the Zilpo Scenic Byway to learn about local history, archeology, nature and/or forest management? (Check all that apply.)

17/9 [ ] No
83/28 [ ] Yes 28/10 With: [ ] Guided Group
62/24 [ ] Alone or with family using brochures/signs
14/7 [ ] Informal Group
2/1 [ ] Other (Specify)_____

C. Please tell us **how satisfied you feel** about the facilities and services provided at Twin Knobs, using a scale from 1 (very dissatisfied) to 5 (very satisfied). If you **don't know, use, or care about** a facility, or service, please indicate this by circling "No Opinion."

MEANS:			Very Dissatisfied 1	Somewhat Dissatisfied 2	Neither Dissatisfied/ Satisfied 3	Somewhat Satisfied 4	Very Satisfied 5	No Opinion 6
ZILPO/TK RESPONDENTS								
4.5/4.3	1.	Swim Beach	1	2	3	4	5	6
4.5/4.4	2.	Flush Toilets/Showers	1	2	3	4	5	6
4.3/4.3	3.	Trails	1	2	3	4	5	6
4.2/4.3	4.	Safety and Security	1	2	3	4	5	6
4.2/4.4	5.	Wildlife Viewing	1	2	3	4	5	6
3.8/3.4	6.	Electrical Hookups	1	2	3	4	5	6
3.2/3.4	7.	Campsite Reservations	1	2	3	4	5	6
3.9/3.7	8.	Play/Sports Areas	1	2	3	4	5	6
3.6/3.8	9.	Campground Programs	1	2	3	4	5	6
3.9/4.2	10.	Service from Staff and Hosts	1	2	3	4	5	6
	11.	Access to Campground						
4.7/4.8		a. Road Conditions	1	2	3	4	5	6
4.3/4.5		b. Remoteness	1	2	3	4	5	6
4.6/4.6		c. Directional Signs	1	2	3	4	5	6
4.0/4.1	12.	Boat Accommodations	1	2	3	4	5	6
	13.	Animals in Recreation Area						
4.6/4.8		a. Deer	1	2	3	4	5	6
4.4/4.3		b. Geese	1	2	3	4	5	6
3.4/2.6		c. Skunks	1	2	3	4	5	6
3.7/3.7	14.	Camping Fees	1	2	3	4	5	6
4.4/4.3	15.	Garbage facilities	1	2	3	4	5	6
4.5/4.7	16.	Overall, how well do you like this campground?	1	2	3	4	5	6

17. What do you like best and/or appreciate about this campground?

- East Access
- Wildlife viewing

18. What suggestions do you have that could make this campground even better?

- More electrical hookups
- Get rid of skunks
- More hot water

PERCENTAGE: ZILPO/TWIN KNOBS RESPONDENTS

GENERAL INFORMATION

	Twin Knobs	Zilpo	Total All Other Campgrounds
D. About how often have you camped at: (Check one for each area.)			
1. Never	[ ] 27/0	[ ] 2/49	[ ] 23/27
2. Only Once	[ ] 8/11	[ ] 35/14	[ ] 11/11
3. Once a year	[ ] 12/9	[ ] 8/9	[ ] 14/5
4. 2-3 times a year	[ ] 26/41	[ ] 31/5	[ ] 23/34
5. 4-7 times a year	[ ] 14/27	[ ] 30/24	[ ] 23/9
6. 8 or more times a year	[ ] 14/11	[ ] 5/0	[ ] 7/14
E. How long do you usually stay on an average visit? (Check one for each area.)			
1. 1-3 days	[ ] 55/62	[ ] 83/24	[ ] 93/77
2. 4-7 days	[ ] 4/32	[ ] 16/4	[ ] 5/18
3. 8 or more days	[ ] 1/6	[ ] 1/72	[ ] 2/5
F. How long does it take you to travel from your home to: (Check one for each area.)			
1. Less than one hour	[ ] 15/20	[ ] 9/7	[ ] 16/23
2. 1-2 hours	[ ] 40/53	[ ] 56/24	[ ] 55/46
3. 3-4 hours	[ ] 17/23	[ ] 28/13	[ ] 24/23
4. 5 or more hours	[ ] 4/3	[ ] 7/2	[ ] 5/8
G. How did you find out about: (Check one for each area.)			
1. Highway Signs/Road Map	[ ] 4/4	[ ] 6/8	
2. Outdoor Show	[ ] 0/4	[ ] 0/3	
3. Friends/Family	[ ] 51/50	[ ] 50/30	
4. U.S. Forest Service Office	[ ] 4/1	[ ] 12/8	
5. Newspaper	[ ] 0/0	[ ] 0/0	
6. Familiar With Area	[ ] 32/42	[ ] 27/43	
7. Television	[ ] 0/0	[ ] 0/0	
8. Brochures	[ ] 1/0	[ ] 1/8	
9. Other (Specify) \rline{1}	[ ] 7/0	[ ] 4/0	

H. What type of equipment do you usually use when you camp at Cave Run Lake? (Check all that apply.)

1.	Houseboat	[ ] 4/1	12.	Waterskis	[ ] 27/29
2.	Motorboat	[ ] 48/55	13.	Skijet	[ ] 3/3
3.	Pontoon Boat	[ ] 9/12	14.	Bicycle	[ ] 34/45
4.	Sailboat	[ ] 2/3	15.	OHV/Motorcycle	[ ] 5/3
5.	Canoe/Kayak, etc.	[ ] 8/5	16.	Automobile	[ ] 49/47
6.	Tent	[ ] 73/75	17.	Pickup Truck	[ ] 60/48
7.	Truck Camper	[ ] 14/18	18.	Camera	[ ] 81/81
8.	Motorhome	[ ] 11/9	19.	Binoculars	[ ] 54/51
9.	Popup Camper	[ ] 19/21	20.	Nature Books	[ ] 17/14
10.	Van	[ ] 21/22	21.	Other \rline{1}	[ ] 6/10

22. Do you now keep a boat at a Cave Run Lake Marina? Yes [ ] No [ ] 1/1

23. When you camp, do you usually rent a boat from a Cave Run Lake Marina? Yes [ ] No [ ] 8/8

I. At which campground do you prefer to camp? (Check one)

1. No preference [ ] 17/12
2. Zilpo [ ] 60/3
3. Twin Knobs [ ] 23/83
4. Other (Specify)_____ 0/1
5. What is/are the main reason/s you prefer to camp at the campground you selected above?

J. For classification purposes only, would you please tell us the following information about yourself.

1. Are you...

Male [ ] 67/64
Female [ ] 33/35

2. Are you...

Single	[ ]	9/9
Married	[ ]	86/81
Divorced, Widowed, Separated	[ ]	5/9

3. What is your age?

18 years and under	[ ]	1/0
19-24 years	[ ]	7/3
25-34 years	[ ]	32/31
35-49 years	[ ]	46/39
50-64 years	[ ]	12/20
65 years and over	[ ]	2/8

4. What is the highest level of education you have completed?

Grade school or less	[ ]	1/3
Some high school	[ ]	6/6
High school graduate	[ ]	37/24
Vocational or trade school	[ ]	8/14
Some college	[ ]	25/30
College graduate	[ ]	13/13
Postgraduate	[ ]	10/10

5. Into which of the following groups does your family's total annual income fall?

Less than $10,000	[ ]	2/4
$10,000 - 14,999	[ ]	11/12
$15,000 - 19,999	[ ]	5/6
$20,000 - 24,999	[ ]	6/8
$25,000 - 34,999	[ ]	26/21
$35,000 - 49,999	[ ]	23/18
$50,000 - 74,999	[ ]	24/23
$75,000 or over	[ ]	3/9

6. In what city and state is your residence? _____

Thank you! Again, please remember to **mail this survey back to us within 10 days** in the enclosed, self-addressed, stamped envelope.

(Please do not sign your name)